

## INVOICE



**WSFA**  
**12 East Delano Ave.**  
**Montgomery, AL 36105**  
**Main: (334) 288-1212**  
**Billing: (334) 288-1212**

[www.wsfa.com](http://www.wsfa.com)

Billing Address:

**Front Line Strategies**  
**Attention: Accounts Payable**  
**526 East Park Avenue**  
**Tallahassee, FL 32301**

Send Payment To:

**WSFA**  
**Regions Bank**  
**ATTN: Lockbox # 1400**  
**P.O. Box 11407**  
**Birmingham, AL 35246-1400**

Invoice #	Invoice Date	Invoice Month	Invoice Period
1808257-1	09/24/17	September 2017	08/28/17 - 09/24/17
Property	Account Executive	Sales Office	Sales Region
WSFA	Ryan Eddins	HRP-Washington	National

Advertiser	Product	Estimate Number
POL/Moore, Roy/Senate	ROY MOORE FOR SENATE	

Flight Dates	Order #	Alt Order #
09/11/17 - 09/26/17	1808257	08778591

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

Agency Code	Advertiser Code	Product 1/2

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	09/11/17	09/22/17	Today In Alabama	6a-7a	MTWTF--	:30	5	\$175.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/11/17 09/17/17 MTWTF-- 5 \$175.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	M	09/11/17	6:47 AM	Today In Alabama	6a-7a	:30	Judge Roy Moore - Stand	\$175.00 NM
3	WSFA	Tu	09/12/17	6:30 AM	Today In Alabama	6a-7a	:30	Judge Roy Moore - Stand	\$175.00 NM
2	WSFA	W	09/13/17	6:48 AM	Today In Alabama	6a-7a	:30	Judge Roy Moore - Stand	\$175.00 NM
5	WSFA	Th	09/14/17	6:30 AM	Today In Alabama	6a-7a	:30	Judge Roy Moore - Stand	\$175.00 NM
4	WSFA	F	09/15/17	6:21 AM	Today In Alabama	6a-7a	:30	FLSM1904H	\$175.00 NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/18/17 09/24/17 MTWTF-- 5 \$175.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
8	WSFA	M	09/18/17	6:39 AM	Today In Alabama	6a-7a	:30	FLSM1904H	\$175.00 NM
9	WSFA	Tu	09/19/17	6:19 AM	Today In Alabama	6a-7a	:30	FLSM1904H	\$175.00 NM
7	WSFA	W	09/20/17	6:29 AM	Today In Alabama	6a-7a	:30	FLSM1908H	\$175.00 NM
6	WSFA	Th	09/21/17	6:09 AM	Today In Alabama	6a-7a	:30	FLSM1908H	\$175.00 NM
10	WSFA	F	09/22/17	6:50 AM	Today In Alabama	6a-7a	:30	FLSM1908H	\$175.00 NM
2	09/11/17	09/22/17	NBC Today Show	7-9am	MTWTF--	:30	5	\$115.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/11/17 09/17/17 MTWTF-- 5 \$115.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	WSFA	M	09/11/17		NBC Today Show	7-9am	:00		<del>\$115.00</del> NM
					Credited				
1	WSFA	Tu	09/12/17	7:59 AM	NBC Today Show	7-9am	:30	Judge Roy Moore - Stand	\$115.00 NM
2	WSFA	W	09/13/17	8:51 AM	NBC Today Show	7-9am	:30	Judge Roy Moore - Stand	\$115.00 NM
5	WSFA	Th	09/14/17	8:45 AM	NBC Today Show	7-9am	:30	FLSM1892H_Names	\$115.00 NM
4	WSFA	F	09/15/17	8:55 AM	NBC Today Show	7-9am	:30	FLSM1904H	\$115.00 NM

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This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.

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Advertiser	Product	Estimate Number
POL/Moore, Roy/Senate	ROY MOORE FOR SENATE	

[www.wsfa.com](http://www.wsfa.com)

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
2	09/11/17	09/22/17	NBC Today Show	7-9am	MTWTF--	:30	5	\$115.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/18/17 09/24/17 MTWTF-- 5 \$115.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
9	WSFA	M	09/18/17	8:48 AM	NBC Today Show	7-9am	:30	FLSM1904H	\$115.00 NM
6	WSFA	Tu	09/19/17	7:58 AM	NBC Today Show	7-9am	:30	FLSM1904H	\$115.00 NM
8	WSFA	W	09/20/17	7:21 AM	NBC Today Show	7-9am	:30	FLSM1908H	\$115.00 NM
7	WSFA	Th	09/21/17	8:56 AM	NBC Today Show	7-9am	:30	FLSM1908H	\$115.00 NM
10	WSFA	F	09/22/17	7:19 AM	NBC Today Show	7-9am	:30	FLSM1908H	\$115.00 NM

3	09/11/17	09/22/17	NBC Today 2	9-10am	MTWTF--	:30	5	\$115.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/11/17 09/17/17 MTWTF-- 5 \$115.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	M	09/11/17		NBC Today 2	9-10am	:00		<del>\$115.00</del> NM
					Credited				
2	WSFA	Tu	09/12/17		NBC Today 2	9-10am	:00		<del>\$115.00</del> NM
					Credited				
3	WSFA	W	09/13/17	9:57 AM	NBC Today 2	9-10am	:30	Judge Roy Moore - Stand	\$115.00 NM
4	WSFA	Th	09/14/17	9:55 AM	NBC Today 2	9-10am	:30	Judge Roy Moore - Stand	\$115.00 NM
5	WSFA	F	09/15/17	9:35 AM	NBC Today 2	9-10am	:30	FLSM1904H	\$115.00 NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/18/17 09/24/17 MTWTF-- 5 \$115.00									
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8	WSFA	M	09/18/17		NBC Today 2	9-10am	:00		<del>\$115.00</del> NM
					See MG 3.11				
11	WSFA	M	09/18/17	9:59 AM	NBC Today 2	9-10am	:30	FLSM1904H	\$115.00 NM
					MG for 3.8 09/18				
9	WSFA	Tu	09/19/17		NBC Today 2	9-10am	:00		<del>\$115.00</del> NM
					See MG 3.12				
12	WSFA	Tu	09/19/17	9:59 AM	NBC Today 2	9-10am	:30	FLSM1904H	\$115.00 NM
					MG for 3.9 09/19				
10	WSFA	W	09/20/17		NBC Today 2	9-10am	:00		<del>\$115.00</del> NM
					See MG 3.13				
13	WSFA	W	09/20/17	9:59 AM	NBC Today 2	9-10am	:30	FLSM1908H	\$115.00 NM
					MG for 3.10 09/20				
6	WSFA	Th	09/21/17		NBC Today 2	9-10am	:00		<del>\$115.00</del> NM
					See MG 3.14				
14	WSFA	Th	09/21/17	9:34 AM	NBC Today 2	9-10am	:30	FLSM1908H	\$115.00 NM
					MG for 3.6 09/21				
7	WSFA	F	09/22/17		NBC Today 2	9-10am	:00		<del>\$115.00</del> NM
					See MG 3.15				
15	WSFA	F	09/22/17	9:35 AM	NBC Today 2	9-10am	:30	FLSM1908H	\$115.00 NM
					MG for 3.7 09/22				

4	09/11/17	09/22/17	NBC Today Show 3	10-11am	MTWTF--	:30	5	\$75.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/11/17 09/17/17 MTWTF-- 5 \$75.00									

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## INVOICE



Send Payment To:

**WSFA**  
**Regions Bank**  
**ATTN: Lockbox # 1400**  
**P.O. Box 11407**  
**Birmingham, AL 35246-1400**

Invoice #	Invoice Date	Invoice Month	Invoice Period
1808257-1	09/24/17	September 2017	08/28/17 - 09/24/17
Advertiser	Product	Estimate Number	
POL/Moore, Roy/Senate	ROY MOORE FOR SENATE		

[www.wsfa.com](http://www.wsfa.com)

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	09/11/17	09/22/17	ALABAMA LIVE @ 11A	11-1130Am	MTWTF--	:30	5	\$70.00	NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 14 WSFA Th 09/21/17 11:21 AM ALABAMA LIVE @ 11A 11-1130Am :30 FLSM1908H \$70.00 NM MG for 5.8 09/21 10 WSFA F 09/22/17 ALABAMA LIVE @ 11A 11-1130Am :00 \$70.00 NM See MG 5.15 15 WSFA F 09/22/17 11:25 AM ALABAMA LIVE @ 11A 11-1130Am :30 FLSM1908H \$70.00 NM MG for 5.10 09/22									
6	09/11/17	09/22/17	ALABAMA LIVE @ 1130 AM	1130A-12P	MTWTF--	:30	5	\$70.00	NM
Weeks: Start Date 09/11/17 End Date 09/17/17 MTWTFSS MTWTF-- Spots/Week 5 Rate \$70.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WSFA M 09/11/17 ALABAMA LIVE @ 1130AM 1130A-12P :00 \$30.00 NM Credited 4 WSFA Tu 09/12/17 ALABAMA LIVE @ 1130AM 1130A-12P :00 \$70.00 NM Credited 5 WSFA W 09/13/17 11:53 AM ALABAMA LIVE @ 1130AM 1130A-12P :30 Judge Roy Moore - Stand \$70.00 NM 1 WSFA Th 09/14/17 11:50 AM ALABAMA LIVE @ 1130AM 1130A-12P :30 FLSM1892H_Names \$70.00 NM 2 WSFA F 09/15/17 11:58 AM ALABAMA LIVE @ 1130AM 1130A-12P :30 FLSM1904H \$70.00 NM Weeks: Start Date 09/18/17 End Date 09/24/17 MTWTFSS MTWTF-- Spots/Week 5 Rate \$70.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 7 WSFA M 09/18/17 ALABAMA LIVE @ 1130AM 1130A-12P :00 \$70.00 NM See MG 6.11 11 WSFA M 09/18/17 11:45 AM ALABAMA LIVE @ 1130AM 1130A-12P :30 FLSM1904H \$70.00 NM MG for 6.7 09/18 6 WSFA Tu 09/19/17 ALABAMA LIVE @ 1130AM 1130A-12P :00 \$70.00 NM See MG 6.12 12 WSFA Tu 09/19/17 11:39 AM ALABAMA LIVE @ 1130AM 1130A-12P :30 FLSM1904H \$70.00 NM MG for 6.6 09/19 10 WSFA W 09/20/17 ALABAMA LIVE @ 1130AM 1130A-12P :00 \$70.00 NM See MG 6.13 13 WSFA W 09/20/17 11:40 AM ALABAMA LIVE @ 1130AM 1130A-12P :30 FLSM1908H \$70.00 NM MG for 6.10 09/20 8 WSFA Th 09/21/17 11:43 AM ALABAMA LIVE @ 1130AM 1130A-12P :30 FLSM1908H \$70.00 NM 9 WSFA F 09/22/17 ALABAMA LIVE @ 1130AM 1130A-12P :00 \$70.00 NM See MG 6.14 14 WSFA F 09/22/17 11:49 AM ALABAMA LIVE @ 1130AM 1130A-12P :30 FLSM1908H \$70.00 NM MG for 6.9 09/22									
7	09/11/17	09/22/17	WSFA 12 News at Noon	12-1230pm	MTWTF--	:30	5	\$225.00	NM
Weeks: Start Date 09/11/17 End Date 09/17/17 MTWTFSS MTWTF-- Spots/Week 5 Rate \$225.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WSFA M 09/11/17 WSFA 12 News at Noon 12-1230pm :00 \$225.00 NM Credited									

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**Birmingham, AL 35246-1400**

Invoice #	Invoice Date	Invoice Month	Invoice Period
1808257-1	09/24/17	September 2017	08/28/17 - 09/24/17

Advertiser	Product	Estimate Number
POL/Moore, Roy/Senate	ROY MOORE FOR SENATE	

[www.wsfa.com](http://www.wsfa.com)

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We warrant that the actual broadcast information shown on this invoice was taken from the Program Log and will be available, on request, for inspection by the advertiser or agency for 12 months from the date of invoice. Our Terms, Where Credit Has Been Extended, are Net 30 Days From Date of Invoice.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.

## INVOICE



Send Payment To:

**WSFA**  
**Regions Bank**  
**ATTN: Lockbox # 1400**  
**P.O. Box 11407**  
**Birmingham, AL 35246-1400**

Invoice #	Invoice Date	Invoice Month	Invoice Period
1808257-1	09/24/17	September 2017	08/28/17 - 09/24/17

Advertiser	Product	Estimate Number
POL/Moore, Roy/Senate	ROY MOORE FOR SENATE	

[www.wsfa.com](http://www.wsfa.com)

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
9	09/11/17	09/22/17	WSFA 12 NEWS AT 4P	M-F 430-5P	MTWTF--	:30	5	\$115.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/11/17 09/17/17 MTWTF-- 5 \$115.00									
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2	WSFA	M	09/11/17		WSFA 12 NEWS AT 4PM	M-F 430-5P	:00		<del>\$115.00</del> NM
					Credited				
3	WSFA	Tu	09/12/17		WSFA 12 NEWS AT 4PM	M-F 430-5P	:00		<del>\$115.00</del> NM
					Credited				
1	WSFA	W	09/13/17	4:52 PM	WSFA 12 NEWS AT 4PM	M-F 430-5P	:30	Judge Roy Moore - Stand	\$115.00 NM
4	WSFA	Th	09/14/17	4:55 PM	WSFA 12 NEWS AT 4PM	M-F 430-5P	:30	Judge Roy Moore - Stand	\$115.00 NM
5	WSFA	F	09/15/17	4:52 PM	WSFA 12 NEWS AT 4PM	M-F 430-5P	:30	FLSM1904H	\$115.00 NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/18/17 09/24/17 MTWTF-- 5 \$115.00									
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9	WSFA	M	09/18/17		WSFA 12 NEWS AT 4PM	M-F 430-5P	:00		<del>\$115.00</del> NM
					See MG 9.11				
11	WSFA	M	09/18/17	4:38 PM	WSFA 12 NEWS AT 4PM	M-F 430-5P	:30	FLSM1904H	\$115.00 NM
					MG for 9.9 09/18				
8	WSFA	Tu	09/19/17		WSFA 12 NEWS AT 4PM	M-F 430-5P	:00		<del>\$115.00</del> NM
					See MG 9.12				
12	WSFA	Tu	09/19/17	4:51 PM	WSFA 12 NEWS AT 4PM	M-F 430-5P	:30	FLSM1904H	\$115.00 NM
					MG for 9.8 09/19				
7	WSFA	W	09/20/17		WSFA 12 NEWS AT 4PM	M-F 430-5P	:00		<del>\$115.00</del> NM
					See MG 9.13				
13	WSFA	W	09/20/17	4:39 PM	WSFA 12 NEWS AT 4PM	M-F 430-5P	:30	FLSM1908H	\$115.00 NM
					MG for 9.7 09/20				
6	WSFA	Th	09/21/17		WSFA 12 NEWS AT 4PM	M-F 430-5P	:00		<del>\$115.00</del> NM
					See MG 9.14				
14	WSFA	Th	09/21/17	4:58 PM	WSFA 12 NEWS AT 4PM	M-F 430-5P	:30	FLSM1908H	\$115.00 NM
					MG for 9.6 09/21				
10	WSFA	F	09/22/17		WSFA 12 NEWS AT 4PM	M-F 430-5P	:00		<del>\$115.00</del> NM
					See MG 9.15				
15	WSFA	F	09/22/17	4:50 PM	WSFA 12 NEWS AT 4PM	M-F 430-5P	:30	FLSM1908H	\$115.00 NM
					MG for 9.10 09/22				

10	09/11/17	09/22/17	WSFA 12 News at Five	5-530pm	MTWTF--	:30	5	\$420.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/11/17 09/17/17 MTWTF-- 5 \$420.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
4	WSFA	M	09/11/17		WSFA 12 News at Five	5-530pm	:00		<del>\$420.00</del> NM
					Credited				
2	WSFA	Tu	09/12/17		WSFA 12 News at Five	5-530pm	:00		<del>\$420.00</del> NM
					Credited				
1	WSFA	W	09/13/17	5:16 PM	WSFA 12 News at Five	5-530pm	:30	Judge Roy Moore - Stand	\$420.00 NM
3	WSFA	Th	09/14/17	5:29 PM	WSFA 12 News at Five	5-530pm	:30	Judge Roy Moore - Stand	\$420.00 NM
5	WSFA	F	09/15/17	5:29 PM	WSFA 12 News at Five	5-530pm	:30	FLSM1904H	\$420.00 NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/18/17 09/24/17 MTWTF-- 5 \$420.00									

We warrant that the actual broadcast information shown on this invoice was taken from the Program Log and will be available, on request, for inspection by the advertiser or agency for 12 months from the date of invoice. Our Terms, Where Credit Has Been Extended, are Net 30 Days From Date of Invoice.

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This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



# INVOICE



Send Payment To:

**WSFA**  
**Regions Bank**  
**ATTN: Lockbox # 1400**  
**P.O. Box 11407**  
**Birmingham, AL 35246-1400**

Invoice #	Invoice Date	Invoice Month	Invoice Period
1808257-1	09/24/17	September 2017	08/28/17 - 09/24/17

Advertiser	Product	Estimate Number
POL/Moore, Roy/Senate	ROY MOORE FOR SENATE	

[www.wsfa.com](http://www.wsfa.com)

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																																																																																																																																																																																																							
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## INVOICE



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**WSFA**  
**Regions Bank**  
**ATTN: Lockbox # 1400**  
**P.O. Box 11407**  
**Birmingham, AL 35246-1400**

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Advertiser	Product	Estimate Number	
POL/Moore, Roy/Senate	ROY MOORE FOR SENATE		

[www.wsfa.com](http://www.wsfa.com)

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Credited									
3	WSFA	W	09/13/17	10:27 PM	WSFA 12 News at Ten - MF	10-1035pm	:30	Judge Roy Moore - Stand	\$415.00 NM
5	WSFA	Th	09/14/17	10:33 PM	WSFA 12 News at Ten - MF	10-1035pm	:30	Judge Roy Moore - Stand	\$415.00 NM
4	WSFA	F	09/15/17	10:08 PM	WSFA 12 News at Ten - MF	10-1035pm	:30	FLSM1904H	\$415.00 NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/18/17 09/24/17 MTWTF-- 5 \$415.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
10	WSFA	M	09/18/17		WSFA 12 News at Ten - MF	10-1035pm	:00		<del>\$415.00</del> NM
See MG 12.11									
11	WSFA	M	09/18/17	10:31 PM	WSFA 12 News at Ten - MF	10-1035pm	:30	FLSM1904H	\$415.00 NM
MG for 12.10 09/18									
6	WSFA	Tu	09/19/17		WSFA 12 News at Ten - MF	10-1035pm	:00		<del>\$415.00</del> NM
See MG 12.12									
12	WSFA	Tu	09/19/17	10:22 PM	WSFA 12 News at Ten - MF	10-1035pm	:30	FLSM1904H	\$415.00 NM
MG for 12.6 09/19									
8	WSFA	W	09/20/17		WSFA 12 News at Ten - MF	10-1035pm	:00		<del>\$415.00</del> NM
See MG 12.13									
13	WSFA	W	09/20/17	10:10 PM	WSFA 12 News at Ten - MF	10-1035pm	:30	FLSM1908H	\$415.00 NM
MG for 12.8 09/20									
9	WSFA	Th	09/21/17		WSFA 12 News at Ten - MF	10-1035pm	:00		<del>\$415.00</del> NM
See MG 12.14									
14	WSFA	Th	09/21/17	10:21 PM	WSFA 12 News at Ten - MF	10-1035pm	:30	FLSM1908H	\$415.00 NM
MG for 12.9 09/21									
7	WSFA	F	09/22/17		WSFA 12 News at Ten - MF	10-1035pm	:00		<del>\$415.00</del> NM
See MG 12.15									
15	WSFA	F	09/22/17	10:21 PM	WSFA 12 News at Ten - MF	10-1035pm	:30	FLSM1908H	\$415.00 NM
MG for 12.7 09/22									
25	09/14/17	09/17/17	NBC Today 2	9-10am	---TF--	:30	1	\$115.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/11/17 09/17/17 ---TF-- 1 \$115.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1	WSFA	F	09/15/17	9:59 AM	NBC Today 2	9-10am	:30	FLSM1904H	\$115.00 NM
26	09/14/17	09/17/17	NBC Today Show 3	10-11am	---TF--	:30	1	\$75.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/11/17 09/17/17 ---TF-- 1 \$75.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1	WSFA	F	09/15/17	10:56 AM	NBC Today Show 3	10-11am	:30	FLSM1904H	\$75.00 NM
27	09/14/17	09/17/17	ALABAMA LIVE @ 11A	11-1130Am	---TF--	:30	1	\$70.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/11/17 09/17/17 ---TF-- 1 \$70.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									

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## INVOICE



Send Payment To:

**WSFA**  
**Regions Bank**  
**ATTN: Lockbox # 1400**  
**P.O. Box 11407**  
**Birmingham, AL 35246-1400**

Invoice #	Invoice Date	Invoice Month	Invoice Period
1808257-1	09/24/17	September 2017	08/28/17 - 09/24/17
Advertiser	Product	Estimate Number	
POL/Moore, Roy/Senate	ROY MOORE FOR SENATE		

[www.wsfa.com](http://www.wsfa.com)

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																		
27	09/14/17	09/17/17	ALABAMA LIVE @ 11A	11-1130Am	---TF--	:30	1	\$70.00	NM																																		
<table><tr><td>Spots: #</td><td>Ch</td><td>Day</td><td>Air Date</td><td>Air Time</td><td>Description</td><td>Start/End Time</td><td>Length</td><td>Ad-ID</td><td>Rate</td><td>Type</td></tr><tr><td>1</td><td>WSFA</td><td>F</td><td>09/15/17</td><td>11:08 AM</td><td>ALABAMA LIVE @ 11A</td><td>11-1130Am</td><td>:30</td><td>FLSM1904H</td><td>\$70.00</td><td>NM</td></tr></table>										Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WSFA	F	09/15/17	11:08 AM	ALABAMA LIVE @ 11A	11-1130Am	:30	FLSM1904H	\$70.00	NM												
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																	
1	WSFA	F	09/15/17	11:08 AM	ALABAMA LIVE @ 11A	11-1130Am	:30	FLSM1904H	\$70.00	NM																																	
28	09/14/17	09/17/17	ALABAMA LIVE @ 1130 AM	1130A-12P	---TF--	:30	1	\$70.00	NM																																		
<table><tr><td>Weeks:</td><td>Start Date</td><td>End Date</td><td>MTWTFSS</td><td>Spots/Week</td><td>Rate</td></tr><tr><td></td><td>09/11/17</td><td>09/17/17</td><td>---TF--</td><td>1</td><td>\$70.00</td></tr></table> <table><tr><td>Spots: #</td><td>Ch</td><td>Day</td><td>Air Date</td><td>Air Time</td><td>Description</td><td>Start/End Time</td><td>Length</td><td>Ad-ID</td><td>Rate</td><td>Type</td></tr><tr><td>1</td><td>WSFA</td><td>F</td><td>09/15/17</td><td>11:40 AM</td><td>ALABAMA LIVE @ 1130AM</td><td>1130A-12P</td><td>:30</td><td>FLSM1904H</td><td>\$70.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		09/11/17	09/17/17	---TF--	1	\$70.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WSFA	F	09/15/17	11:40 AM	ALABAMA LIVE @ 1130AM	1130A-12P	:30	FLSM1904H	\$70.00	NM
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																						
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29	09/14/17	09/17/17	WSFA 12 News at Noon	12-1230pm	---TF--	:30	1	\$225.00	NM																																		
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Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																						
	09/11/17	09/17/17	---TF--	1	\$225.00																																						
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																	
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30	09/14/17	09/17/17	WSFA 12 NEWS AT 4P M	M-F 4-430P	---TF--	:30	1	\$135.00	NM																																		
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Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																						
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1	WSFA	F	09/15/17	4:30 PM	WSFA 12 NEWS AT 4PM	M-F 4-430P	:30	FLSM1904H	\$135.00	NM																																	
31	09/14/17	09/17/17	WSFA 12 NEWS AT 4P M	M-F 430-5P	---T---	:30	1	\$115.00	NM																																		
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Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																						
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1	WSFA	Th	09/14/17	4:41 PM	WSFA 12 NEWS AT 4PM	M-F 430-5P	:30	FLSM1892H_Names	\$115.00	NM																																	
32	09/14/17	09/17/17	WSFA 12 News at Five	5-530pm	---TF--	:30	1	\$420.00	NM																																		
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Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																						
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33	09/14/17	09/17/17	WSFA 12 News at Ten - MF	10-1035pm	---TF--	:30	1	\$415.00	NM																																		
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**WSFA**  
**Regions Bank**  
**ATTN: Lockbox # 1400**  
**P.O. Box 11407**  
**Birmingham, AL 35246-1400**

Invoice #	Invoice Date	Invoice Month	Invoice Period
1808257-1	09/24/17	September 2017	08/28/17 - 09/24/17

Advertiser	Product	Estimate Number
POL/Moore, Roy/Senate	ROY MOORE FOR SENATE	

[www.wsfa.com](http://www.wsfa.com)

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																				
34	09/15/17	09/15/17	Today in Alabama 5am	5-530a	----F--	:30	1	\$85.00	NM																				
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Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>																								
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5	WSFA	Th	09/21/17	5:10 AM	Today in Alabama 5am	5-530a	:30	FLSM1908H	\$85.00 NM																				
4	WSFA	F	09/22/17	5:22 AM	Today in Alabama 5am	5-530a	:30	FLSM1908H	\$85.00 NM																				
37	09/15/17	09/15/17	Today in Alabama 530a	528am-6am	----F--	:30	1	\$100.00	NM																				
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1	WSFA	F	09/15/17	5:40 AM	Today in Alabama 530a	528am-6am	:30	FLSM1904H	\$100.00 NM																				
38	09/18/17	09/24/17	Today in Alabama 530a	528am-6am	MTWTF--	:30	5	\$100.00	NM																				
<table> <tr> <td>Weeks:</td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>MTWTFSS</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td colspan="4"></td></tr> <tr> <td></td><td>09/18/17</td><td>09/24/17</td><td>MTWTF--</td><td>5</td><td>\$100.00</td><td colspan="4"></td></tr> </table>										Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>						09/18/17	09/24/17	MTWTF--	5	\$100.00				
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>																								
	09/18/17	09/24/17	MTWTF--	5	\$100.00																								
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type																				
4	WSFA	M	09/18/17	5:44 AM	Today in Alabama 530a	528am-6am	:30	FLSM1904H	\$100.00 NM																				
1	WSFA	Tu	09/19/17	5:54 AM	Today in Alabama 530a	528am-6am	:30	FLSM1904H	\$100.00 NM																				
3	WSFA	W	09/20/17	5:29 AM	Today in Alabama 530a	528am-6am	:30	FLSM1908H	\$100.00 NM																				
5	WSFA	Th	09/21/17	5:44 AM	Today in Alabama 530a	528am-6am	:30	FLSM1908H	\$100.00 NM																				
2	WSFA	F	09/22/17	5:50 AM	Today in Alabama 530a	528am-6am	:30	FLSM1908H	\$100.00 NM																				
40	09/15/17	09/15/17	Today In Alabama	6a-7a	----F--	:30	1	\$175.00	NM																				
<table> <tr> <td>Weeks:</td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>MTWTFSS</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td colspan="4"></td></tr> <tr> <td></td><td>09/11/17</td><td>09/17/17</td><td>----F--</td><td>1</td><td>\$175.00</td><td colspan="4"></td></tr> </table>										Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>						09/11/17	09/17/17	----F--	1	\$175.00				
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>																								
	09/11/17	09/17/17	----F--	1	\$175.00																								
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type																				
1	WSFA	F	09/15/17	6:52 AM	Today In Alabama	6a-7a	:30	FLSM1904H	\$175.00 NM																				
41	09/18/17	09/24/17	Today In Alabama	6a-7a	MTWTF--	:30	5	\$175.00	NM																				
<table> <tr> <td>Weeks:</td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>MTWTFSS</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td colspan="4"></td></tr> <tr> <td></td><td>09/18/17</td><td>09/24/17</td><td>MTWTF--</td><td>5</td><td>\$175.00</td><td colspan="4"></td></tr> </table>										Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>						09/18/17	09/24/17	MTWTF--	5	\$175.00				
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>																								
	09/18/17	09/24/17	MTWTF--	5	\$175.00																								
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type																				
3	WSFA	M	09/18/17	6:10 AM	Today In Alabama	6a-7a	:30	FLSM1904H	\$175.00 NM																				
1	WSFA	Tu	09/19/17	6:55 AM	Today In Alabama	6a-7a	:30	FLSM1904H	\$175.00 NM																				
5	WSFA	W	09/20/17	6:12 AM	Today In Alabama	6a-7a	:30	FLSM1908H	\$175.00 NM																				
4	WSFA	Th	09/21/17	6:28 AM	Today In Alabama	6a-7a	:30	FLSM1908H	\$175.00 NM																				
2	WSFA	F	09/22/17	6:10 AM	Today In Alabama	6a-7a	:30	FLSM1908H	\$175.00 NM																				
43	09/15/17	09/15/17	NBC Today Show	7-9am	----F--	:30	1	\$115.00	NM																				

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# INVOICE



Send Payment To:

**WSFA**  
**Regions Bank**  
**ATTN: Lockbox # 1400**  
**P.O. Box 11407**  
**Birmingham, AL 35246-1400**

Invoice #	Invoice Date	Invoice Month	Invoice Period
1808257-1	09/24/17	September 2017	08/28/17 - 09/24/17

Advertiser	Product	Estimate Number
POL/Moore, Roy/Senate	ROY MOORE FOR SENATE	

[www.wsfa.com](http://www.wsfa.com)

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
<b>Weeks:</b> <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/11/17 09/17/17 ----F-- 1 \$115.00									
<b>Spots: #</b>	<b>Ch</b>	<b>Day</b>	<b>Air Date</b>	<b>Air Time</b>	<b>Description</b>	<b>Start/End Time</b>	<b>Length</b>	<b>Ad-ID</b>	<b>Rate Type</b>
1	WSFA	F	09/15/17	8:28 AM	NBC Today Show	7-9am	:30	FLSM1904H	\$115.00 NM
44	09/18/17	09/24/17	NBC Today Show	7-9am	MTWTF--	:30	5	\$115.00	NM
<b>Weeks:</b> <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/18/17 09/24/17 MTWTF-- 5 \$115.00									
<b>Spots: #</b>	<b>Ch</b>	<b>Day</b>	<b>Air Date</b>	<b>Air Time</b>	<b>Description</b>	<b>Start/End Time</b>	<b>Length</b>	<b>Ad-ID</b>	<b>Rate Type</b>
5	WSFA	M	09/18/17		NBC Today Show	7-9am	:00		<del>\$115.00</del> NM
					Credited				
4	WSFA	Tu	09/19/17		NBC Today Show	7-9am	:00		<del>\$115.00</del> NM
					Credited				
1	WSFA	W	09/20/17		NBC Today Show	7-9am	:00		<del>\$115.00</del> NM
					Credited				
3	WSFA	Th	09/21/17		NBC Today Show	7-9am	:00		<del>\$115.00</del> NM
					Credited				
2	WSFA	F	09/22/17		NBC Today Show	7-9am	:00		<del>\$115.00</del> NM
					Credited				
46	09/16/17	09/23/17	NBC Saturday Today Sh	6-8am	-----S-	:30	2	\$45.00	NM
			ow						
<b>Weeks:</b> <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/11/17 09/17/17 -----S- 2 \$45.00									
<b>Spots: #</b>	<b>Ch</b>	<b>Day</b>	<b>Air Date</b>	<b>Air Time</b>	<b>Description</b>	<b>Start/End Time</b>	<b>Length</b>	<b>Ad-ID</b>	<b>Rate Type</b>
1	WSFA	Sa	09/16/17	6:29 AM	NBC Saturday Today Show	6-8am	:30	FLSM1904H	\$45.00 NM
2	WSFA	Sa	09/16/17	6:59 AM	NBC Saturday Today Show	6-8am	:30	FLSM1904H	\$45.00 NM
<b>Weeks:</b> <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/18/17 09/24/17 -----S- 2 \$45.00									
<b>Spots: #</b>	<b>Ch</b>	<b>Day</b>	<b>Air Date</b>	<b>Air Time</b>	<b>Description</b>	<b>Start/End Time</b>	<b>Length</b>	<b>Ad-ID</b>	<b>Rate Type</b>
4	WSFA	Sa	09/23/17	6:29 AM	NBC Saturday Today Show	6-8am	:30	FLSM1908H	\$45.00 NM
3	WSFA	Sa	09/23/17	6:58 AM	NBC Saturday Today Show	6-8am	:30	FLSM1908H	\$45.00 NM
47	09/17/17	09/24/17	NET NBC Sunday Today	7-8a	-----S	:30	1	\$45.00	NM
			Show						
<b>Weeks:</b> <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/11/17 09/17/17 -----S 1 \$45.00									
<b>Spots: #</b>	<b>Ch</b>	<b>Day</b>	<b>Air Date</b>	<b>Air Time</b>	<b>Description</b>	<b>Start/End Time</b>	<b>Length</b>	<b>Ad-ID</b>	<b>Rate Type</b>
1	WSFA	Su	09/17/17	8:00 AM	NET NBC Sunday Today Show	7-8a	:30	FLSM1904H	\$45.00 NM
<b>Weeks:</b> <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/18/17 09/24/17 -----S 1 \$45.00									
<b>Spots: #</b>	<b>Ch</b>	<b>Day</b>	<b>Air Date</b>	<b>Air Time</b>	<b>Description</b>	<b>Start/End Time</b>	<b>Length</b>	<b>Ad-ID</b>	<b>Rate Type</b>
2	WSFA	Su	09/24/17	7:29 AM	NET NBC Sunday Today Show	7-8a	:30	FLSM1908H	\$45.00 NM
48	09/17/17	09/24/17	NET NBC Meet The Pres	8-9a	-----S	:30	1	\$45.00	NM
			s						
<b>Weeks:</b> <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/11/17 09/17/17 -----S 1 \$45.00									
<b>Spots: #</b>	<b>Ch</b>	<b>Day</b>	<b>Air Date</b>	<b>Air Time</b>	<b>Description</b>	<b>Start/End Time</b>	<b>Length</b>	<b>Ad-ID</b>	<b>Rate Type</b>

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1808257-1	09/24/17	September 2017	08/28/17 - 09/24/17
Advertiser	Product	Estimate Number	
POL/Moore, Roy/Senate	ROY MOORE FOR SENAT		

[www.wsfa.com](http://www.wsfa.com)

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
48	09/17/17	09/24/17	NET NBC Meet The Pres 8-9a		-----S	:30	1	\$45.00	NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA Su 09/17/17 NET NBC Meet The Press 8-9a :00 <del>\$45.00</del> NM Credited Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/18/17 09/24/17 -----S 1 \$45.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WSFA Su 09/24/17 NET NBC Meet The Press 8-9a :00 <del>\$45.00</del> NM Credited									
49	09/17/17	09/24/17	WSFA News Sunday AM 9-930a		-----S	:30	1	\$20.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/11/17 09/17/17 -----S 1 \$20.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA Su 09/17/17 WSFA News Sunday AM 9-930a :00 <del>\$20.00</del> NM Credited Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/18/17 09/24/17 -----S 1 \$20.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WSFA Su 09/24/17 9:27 AM WSFA News Sunday AM 9-930a :30 FLSM1908H \$20.00 NM									
50	09/15/17	09/15/17	NBC Today 2	9-10am	----F--	:30	1	\$115.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/11/17 09/17/17 ----F-- 1 \$115.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA F 09/15/17 9:56 AM NBC Today 2 9-10am :30 FLSM1904H \$115.00 NM									
51	09/18/17	09/24/17	NBC Today 2	9-10am	MTWTF--	:30	5	\$115.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/18/17 09/24/17 MTWTF-- 5 \$115.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WSFA M 09/18/17 9:35 AM NBC Today 2 9-10am :30 FLSM1904H \$115.00 NM 3 WSFA Tu 09/19/17 9:53 AM NBC Today 2 9-10am :30 FLSM1904H \$115.00 NM 4 WSFA W 09/20/17 9:35 AM NBC Today 2 9-10am :30 FLSM1908H \$115.00 NM 5 WSFA Th 09/21/17 9:56 AM NBC Today 2 9-10am :30 FLSM1908H \$115.00 NM 1 WSFA F 09/22/17 9:59 AM NBC Today 2 9-10am :30 FLSM1908H \$115.00 NM									
53	09/15/17	09/15/17	NBC Today Show 3	10-11am	----F--	:30	1	\$75.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/11/17 09/17/17 ----F-- 1 \$75.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA F 09/15/17 10:49 AM NBC Today Show 3 10-11am :30 FLSM1904H \$75.00 NM									
54	09/18/17	09/24/17	NBC Today Show 3	10-11am	MTWTF--	:30	5	\$75.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/18/17 09/24/17 MTWTF-- 5 \$75.00									

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Advertiser	Product	Estimate Number
POL/Moore, Roy/Senate	ROY MOORE FOR SENATE	

[www.wsfa.com](http://www.wsfa.com)

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																																				
54	09/18/17	09/24/17	NBC Today Show 3	10-11am	MTWTF--	:30	5	\$75.00	NM																																																																				
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Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																																																			
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1	WSFA	Tu	09/19/17	10:34 AM	NBC Today Show 3	10-11am	:30	FLSM1904H	\$75.00	NM																																																																			
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2	WSFA	Th	09/21/17	10:34 AM	NBC Today Show 3	10-11am	:30	FLSM1908H	\$75.00	NM																																																																			
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56	09/16/17	09/23/17	WSFA 12 News at Six-Sa 6-7pm at		-----S-	:30	1	\$80.00	NM																																																																				
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Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																																																								
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Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																																																								
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2	WSFA	Sa	09/23/17	6:42 PM	WSFA 12 News at Six-Sat	Sa 6-7pm	:30	FLSM1908H	\$80.00	NM																																																																			
57	09/17/17	09/24/17	WSFA 12 News at Five-Su 5-530p un		-----S	:30	1	\$90.00	NM																																																																				
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We warrant that the actual broadcast information shown on this invoice was taken from the Program Log and will be available, on request, for inspection by the advertiser or agency for 12 months from the date of invoice. Our Terms, Where Credit Has Been Extended, are Net 30 Days From Date of Invoice.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.

# INVOICE



Send Payment To:

**WSFA**  
**Regions Bank**  
**ATTN: Lockbox # 1400**  
**P.O. Box 11407**  
**Birmingham, AL 35246-1400**

Invoice #	Invoice Date	Invoice Month	Invoice Period
1808257-1	09/24/17	September 2017	08/28/17 - 09/24/17

Advertiser	Product	Estimate Number
POL/Moore, Roy/Senate	ROY MOORE FOR SENATE	

[www.wsfa.com](http://www.wsfa.com)

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																																		
59	09/17/17	09/24/17	Late News	1030p-11p	-----S	:30	1	\$150.00	NM																																																																		
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64	09/17/17	09/17/17	NFL Football	730p-1030p	-----S	:30	1	\$850.00	NM																																																																		
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<table><tr><td>Spots: #</td><td>Ch</td><td>Day</td><td>Air Date</td><td>Air Time</td><td>Description</td><td>Start/End Time</td><td>Length</td><td>Ad-ID</td><td>Rate</td><td>Type</td></tr><tr><td>1</td><td>WSFA</td><td>Su</td><td>09/17/17</td><td>9:59 PM</td><td>NFL Football</td><td>730p-1030p</td><td>:30</td><td>FLSM1904H</td><td>\$850.00</td><td>NM</td></tr></table>										Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WSFA	Su	09/17/17	9:59 PM	NFL Football	730p-1030p	:30	FLSM1904H	\$850.00	NM																																												
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65	09/24/17	09/24/17	NFL Football	730p-1030p	-----S	:30	1	\$500.00	NM																																																																		
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**Regions Bank**  
**ATTN: Lockbox # 1400**  
**P.O. Box 11407**  
**Birmingham, AL 35246-1400**

Invoice #	Invoice Date	Invoice Month	Invoice Period
1808257-1	09/24/17	September 2017	08/28/17 - 09/24/17
Advertiser	Product	Estimate Number	
POL/Moore, Roy/Senate	ROY MOORE FOR SENATE		

[www.wsfa.com](http://www.wsfa.com)

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
66	09/15/17	09/15/17	Tonight Show	1035-1137pm	----F--	:30	1	\$115.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/11/17 09/17/17 ----F-- 1 \$115.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	F	09/15/17	11:34 PM	Tonight Show	1035-1137pm	:30	FLSM1904H	\$115.00 NM
67	09/18/17	09/24/17	Tonight Show	1035-1137pm	MTWTF--	:30	5	\$115.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/18/17 09/24/17 MTWTF-- 5 \$115.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
4	WSFA	M	09/18/17	11:33 PM	Tonight Show	1035-1137pm	:30	FLSM1904H	\$115.00 NM
3	WSFA	Tu	09/19/17	10:50 PM	Tonight Show	1035-1137pm	:30	FLSM1904H	\$115.00 NM
1	WSFA	W	09/20/17	11:00 PM	Tonight Show	1035-1137pm	:30	FLSM1908H	\$115.00 NM
5	WSFA	Th	09/21/17	11:32 PM	Tonight Show	1035-1137pm	:30	FLSM1908H	\$115.00 NM
2	WSFA	F	09/22/17	10:54 PM	Tonight Show	1035-1137pm	:30	FLSM1908H	\$115.00 NM
69	09/18/17	09/25/17	The Voice	7-9p	M-----	:30	1	\$900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/18/17 09/24/17 M----- 1 \$900.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	M	09/18/17		The Voice	7-9p	:00		<del>\$900.00</del> NM
			Credited						
70	09/15/17	09/15/17	Dateline	8-10p	----F--	:30	1	\$340.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/11/17 09/17/17 ----F-- 1 \$340.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	F	09/15/17	9:11 PM	Dateline	9-10pm	:30	FLSM1904H	\$340.00 NM
71	09/20/17	09/20/17	AGT	658-8pm	--W----	:30	1	\$750.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/18/17 09/24/17 --W---- 1 \$750.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	W	09/20/17		AGT	658-8pm	:00		<del>\$750.00</del> NM
			Credited						
72	09/19/17	09/19/17	AGT	7-9p	-T-----	:30	1	\$750.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/18/17 09/24/17 -T----- 1 \$750.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	Tu	09/19/17	7:21 PM	AGT	7-9p	:30	FLSM1904H	\$750.00 NM
73	09/16/17	09/23/17	NET Saturday Night Live	1030p-1203x	-----S-	:30	1	\$115.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/11/17 09/17/17 -----S- 1 \$115.00									

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Advertiser	Product	Estimate Number	
POL/Moore, Roy/Senate	ROY MOORE FOR SENATE		

[www.wsfa.com](http://www.wsfa.com)

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
73	09/16/17	09/23/17	NET Saturday Night Live	1030p-1203x	-----S-	:30	1	\$115.00	NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA Sa 09/16/17 11:54 PM NET Saturday Night Live 1030p-1203x :30 FL5M1904H \$115.00 NM Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/18/17 09/24/17 -----S- 1 \$115.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WSFA Sa 09/23/17 11:59 PM NET Saturday Night Live 1030p-1203x :30 FL5M1908H \$115.00 NM									
74	09/18/17	09/18/17	Midnight, Texas	9-10pm	M-----	:30	1	\$375.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/18/17 09/24/17 M----- 1 \$375.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA M 09/18/17 9:30 PM Midnight, Texas 9-10pm :30 FL5M1904H \$375.00 NM									
75	09/20/17	09/24/17	NBC Today Show	7-9am	--WTF--	:30	4	\$175.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/18/17 09/24/17 --WTF-- 4 \$175.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA W 09/20/17 8:48 AM NBC Today Show 7-9am :30 FL5M1908H \$175.00 NM 4 WSFA Th 09/21/17 7:24 AM NBC Today Show 7-9am :30 FL5M1908H \$175.00 NM 2 WSFA Th 09/21/17 8:30 AM NBC Today Show 7-9am :30 FL5M1908H \$175.00 NM 3 WSFA F 09/22/17 7:59 AM NBC Today Show 7-9am :30 FL5M1908H \$175.00 NM									
76	09/23/17	09/23/17	Dateline saturday Night M	7-9p	-----S-	:30	2	\$75.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/18/17 09/24/17 -----S- 2 \$75.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA Sa 09/23/17 7:21 PM Dateline saturday Night M 7-9p :30 FL5M1908H \$75.00 NM 2 WSFA Sa 09/23/17 8:08 PM Dateline saturday Night M 7-9p :30 FL5M1908H \$75.00 NM									
77	09/23/17	09/23/17	NBC Saturday Today Show	6-8am	-----S-	:30	1	\$45.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/18/17 09/24/17 -----S- 1 \$45.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA Sa 09/23/17 7:29 AM NBC Saturday Today Show 6-8am :30 FL5M1908H \$45.00 NM									
78	09/20/17	09/24/17	Last Call With Carson Daly Late	1230-105x	--WTF--	:30	1	\$10.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/18/17 09/24/17 --WTF-- 1 \$10.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA W 09/20/17 12:53 AM Last Call With Carson Daily Late 1230-105x :30 FL5M1908H \$10.00 NM									
80	09/20/17	09/20/17	AGT	7-9pm	--W----	:30	1	\$750.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/18/17 09/24/17 --W---- 1 \$750.00									

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Invoice #	Invoice Date	Invoice Month	Invoice Period
1808257-1	09/24/17	September 2017	08/28/17 - 09/24/17
Advertiser	Product	Estimate Number	
POL/Moore, Roy/Senate	ROY MOORE FOR SENATE		

[www.wsfa.com](http://www.wsfa.com)

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
80	09/20/17	09/20/17	AGT	7-9pm	--W----	:30	1	\$750.00	NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WSFA W 09/20/17 8:47 PM AGT 7-9pm :30 FLSM1908H \$750.00 NM									
81	09/20/17	09/24/17	Today in Alabama 530a	528am-6am	--WTF--	:30	1	\$150.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/18/17 09/24/17 --WTF-- 1 \$150.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WSFA W 09/20/17 5:56 AM Today in Alabama 530a 528am-6am :30 FLSM1908H \$150.00 NM									
82	09/24/17	09/24/17	NET NBC Meet The Pres 8-9as		-----S	:30	1	\$105.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/18/17 09/24/17 -----S 1 \$105.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WSFA Su 09/24/17 8:52 AM NET NBC Meet The Press 8-9a :30 FLSM1908H \$105.00 NM									
83	09/20/17	09/24/17	JUDGE JUDY	3-4p	--WTF--	:30	1	\$90.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/18/17 09/24/17 --WTF-- 1 \$90.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WSFA Th 09/21/17 3:44 PM JUDGE JUDY 3-4p :30 FLSM1908H \$90.00 NM									
84	09/20/17	09/24/17	Today In Alabama	6a-7a	--WTF--	:30	1	\$395.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/18/17 09/24/17 --WTF-- 1 \$395.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WSFA F 09/22/17 6:30 AM Today In Alabama 6a-7a :30 FLSM1908H \$395.00 NM									
86	09/20/17	09/24/17	Today in Alabama 430am	430-5a	--WTF--	:30	1	\$15.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/18/17 09/24/17 --WTF-- 1 \$15.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WSFA W 09/20/17 4:52 AM Today in Alabama 430am 430-5a :30 FLSM1908H \$15.00 NM									
87	09/22/17	09/22/17	WSFA 12 News at Six - MF	6-630pm	----F--	:30	1	\$350.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/18/17 09/24/17 ----F-- 1 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WSFA F 09/22/17 6:30 PM WSFA 12 News at Six - MF 6-630pm :30 FLSM1908H \$350.00 NM									
88	09/22/17	09/22/17	ENTERTAINMENT TONI GHT	630-7p	----F--	:30	1	\$325.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/18/17 09/24/17 ----F-- 1 \$325.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WSFA F 09/22/17 6:41 PM ENTERTAINMENT TONIGHT 630-7p :30 FLSM1908H \$325.00 NM									

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Advertiser	Product	Estimate Number
POL/Moore, Roy/Senate	ROY MOORE FOR SENATE	

[www.wsfa.com](http://www.wsfa.com)

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
88	09/22/17	09/22/17	ENTERTAINMENT TONI 630-7p GHT		----F--	:30	1	\$325.00	NM
89	09/23/17	09/23/17	Saturday Hour 3	9-10PM	-----S-	:30	1	\$75.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/18/17 09/24/17 -----S- 1 \$75.00									
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WSFA	Sa	09/23/17	9:32 PM	Saturday Hour 3	9-10PM	:30	FLSM1908H	\$75.00 NM
<u>Total Spots</u>							<b>192</b>		

## Payment Terms 30 Days

<u>Gross Total</u>	<b>\$34,105.00</b>
<u>Agency Commission</u>	<b>\$5,115.75</b>
<u>Net Amount Due</u>	<b>\$28,989.25</b>

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